

Parliament Brand Image Study

Shari - 2/5

Stable 18-24

decline 25-34

women greater decline than men
→ Marl, Camel, Misty

lack of deals, good promo items or exciting events
- trade-off of # of mktg mix

21-34 item relevancy - visibility

PZ - beach house?

→ newsletter

→ to comp 21-34 names from DB

Tampa - events

Getaway Gear by demo → profile of redeemers

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